

COMMUNICATIONS SPECIALIST – SENIOR

WI-BPDD

Under the general supervision of the Executive Director, this position serves as the Director of Communications for the WI Board for People with Developmental Disabilities, an independent State Agency with a Governor-appointed Board.

Exercising a great amount of discretion, this position is responsible for establishing policies, protocols, and standards for the agency's publications, web sites, videos and other communications, and it has final approval over contributions by staff and others to ensure that all communications produced by the agency meet standards, including compliance with federal standards on disability accessibility.

This position represents the agency on the communications network for the National Association of Councils on Developmental Disabilities (NACDD) and also manages public awareness activities for the Disability Policy Partnership, a collaboration of the three Wisconsin agencies enabled by the Federal Developmental Disabilities Act (PL 106-402).

This position carries responsibility for a variety of complex assignments. It is responsible for coordination and management of broad public awareness/public education efforts; special initiatives related to priorities in the Board's State Plan and in response to disability-related policies and programs generated by the State Legislature or State Agencies; and the Board's ongoing information resources, including publications, web sites, social networking platforms, et al.

This position is responsible for media and marketing campaigns. It manages contracts related to public service announcements, videos, radio stories, graphic design, and any other service in this area. It also manages all publications, informational materials, videos, web sites, social networking, and other public information areas to ensure that all are up to date, accurate, and promote public awareness of the agency and its positions.

60%	A. Develop, direct and monitor the overall BPDD communications program related to the Board's operations, as well as its public policy, educational agendas, and efficacy.
	A1. Maintain current knowledge of all Board programs, projects and activities in order to create and manage a Board events calendar, press releases, advertised media events, and special interest items for the Board's web sites, Facebook page, and other communications to the media or public.
	A2. Develop public information for Board programs and initiatives. Provide guidance and assistance to ensure that the final product is accurate, branded, user-friendly, and understandable to the agency's constituents, including people with intellectual disabilities.
	A3. Serve as the Board's representative for marketing activities of the Disability Policy Partnership, a collaboration of the three Wisconsin agencies enabled by the Federal Developmental Disabilities Act (PL 106-402).
	A4. Research, draft and maintain policies, standards and protocols for all of the

	Board's communication activities, including, but not limited to, the Board's websites, social media platforms, press releases, public service announcements and videos.
	A5. Arrange press conferences and media interviews on Board initiatives.
	A6. Develop multimedia presentations, including videos, PowerPoint presentations, and social media platforms to publicize Board initiatives to increase Board visibility.
	A7. Manage contract for print, broadcast news stories and all other communication projects on disability issues; determine current topics and interview subjects.
	A8. Write reports, fact sheets and media releases relating to Board initiatives. Coordinate the development of pamphlets, posters, banners, brochures and public campaigns, ensuring that all are accessible to people with intellectual and developmental disabilities.
20%	B. Develop and direct the ongoing public relations, media and marketing campaign to promote awareness of the Board and of people with developmental disabilities.
	B1. Exercising considerable judgment and tact coordinate the communications work of all staff and contractors to ensure accurate and sensitive portrayals of people with developmental disabilities.
	B2. Design, develop and implement media campaigns for the purpose of explaining, promoting and sharing agency programs and initiatives to educate the public.
	B3. Manage contracts with advertising or media agencies in developing campaigns for the agency.
	B4. Develop written and broadcast public service announcements.
	B5. Develop, implement and evaluate marketing, promotional and outreach programs which promote the agency's products, programs and special events.
	B6. Develop and apply marketing data-gathering instruments such as surveys, opinion polls or questionnaires, and interpret results of such studies.
	B7. Develop media kits for print and broadcast journalists.
	B9. Represent the Board on the National Association of Councils on Developmental Disabilities' Communication Committee.
	B10. Recruit college interns in the areas of journalism, radio, graphic design and video production. Assign tasks, supervise students and evaluate performance.
20%	C. Develop and manage the Board's public information resources, including publications, web sites, social networking, and other materials.
	C1. Design and manage web sites for user-friendliness and accessibility for people with disabilities.
	C2. Design, edit and monitor all websites, social networking platforms and YouTube content to ensure accuracy and compliance with BPDD standards. Design and develop recommended formats for presentation of selected content, including

	bookmarks, graphics, and links to data, reports and related sites.
	C3. Determine needed content and updates for the Board's web sites.
	C4. Provide the formal approval for contributions by other staff to the web sites or social networking venues.
	C5. Design and manage agency Annual Reports, brochures, policy briefs, fact sheets, info graphics, memes, and other general communications. Solicit content; edit as needed to ensure material meets standards of readability, clarity, accuracy and accessibility to people with disabilities.
	C6. Develop and implement standards for agency publications, including graphic design and readability.
	C7. Coordinate and develop the Board's e-newsletter, including writing articles, collecting images, and assembling newsletter.
	C8. Write and distribute electronic advocacy alerts.